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THE EFFECT OF SELECTED FACTORS ON OCCUPATIONAL STATUS.

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THE AIM OF THIS STUDY WAS TO INVESTIGATE THE EFFECT OF SELECTED FACTORS ON THE OCCUPATIONAL STATUS OF A REPRESENTATIVE SAMPLE OF 60 PESTICIDE DEALERS IN NEBRASKA. CORRELATION AND INTERCORRELATION COEFFICIENTS WERE COMPUTED AND CONTINGENCY TABLES WERE CONSTRUCTED. IT WAS FOUND THAT FORMAL EDUCATIONAL LEVEL CORRELATES WITH OCCUPATIONAL STATUS AND THAT COMMUNICATION EFFECTIVENESS IS POSITIVELY RELATED TO OCCUPATIONAL STATUS. A SIGNIFICANT NEGATIVE CORRELATION WAS OBTAINED BETWEEN OCCUPATIONAL STATUS AND ATTENDANCE AT OCCUPATIONALLY RELATED INFORMAL EDUCATIONAL PROGRAMS. ALTHOUGH OTHER FACTORS--FATHER'S OCCUPATIONAL STATUS, COMMUNITY SIZE, AGE, INFORMAL EDUCATION, OPINION LEADERSHIP, AND BUSINESS SUCCESS--BORE SOME RELATIONSHIP TO OCCUPATIONAL STATUS, FORMAL EDUCATIONAL LEVEL AND COMMUNICATION EFFECTIVENESS EMERGED AS THE MOST SIGNIFICANT VARIABLES OF THE STUDY. THE CONCLUSIONS ON FORMAL EDUCATION ARE SUPPORTED BY PREVIOUS RESEARCH, WHILE THOSE ON COMMUNICATION EFFECTIVENESS APPEAR TO OPEN A NEW AREA FOR FURTHER VALIDATION. (APPENDIXES INCLUDE THE INTERVIEW SCHEDULE, AND "OCCUPATIONAL RATING GUIDE." THERE ARE TEN TABLES AND 12 REFERENCES.) (LY)

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THE EFFECT OF SELECTED FACTORS ON OCCUPATIONAL STATUS

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THE EFFECT OF SELECTED FACTORS ON OCCUPATIONAL STATUS[1]

Introduction

The United States, being founded on the premise that all men were born free and equal, provides its people with the right to succeed. Within innate limitations of the people, this right is manifested in free choice. People are free to further their education, seek employment in desired occupations, live in the location of their choosing, and otherwise pursue the good life, liberty, and happiness.

Ideally, these rights exist for everyone--black, white, Protestant, Catholic, manual worker, non-manual worker. In reality, however, we live in a complex social order with its attendant social class system where rewards, sanctions, and privileges are differentially distributed according to a person's rank in the system. Fortunate for those of lower rank, the system is "open." A person can, during his lifetime, move up or down from the social class into which he was born. This movement, or transition of a person from one strata to another, is called vertical mobility.

Every complex democratic society has channels and barriers which permit or prohibit a person's upward or downward movement in the system. Among many factors which serve to foster or block mobility are money, education, talent, skill, occupation, philanthropy, sex, and marriage (Warner, 1960).

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[1]The author is indebted to Dr. Alan Booth (Assistant Professor of Sociology, and Head, Office of Adult Education Research, University of Nebraska) for permission to use data collected for another study as well as for assistance in carrying out the present project.

The sociological study of social class mobility appears to be concerned almost exclusively with occupational mobility. Whether researchers look at intergenerational mobility (the relation of a son's occupational status with that of his father's) or intragenerational mobility (the course of occupational movement in one's own career), occupational ratings are most often used in research as an index of social class position.

Although we know that a person's occupational status is the best single index of social class, we are, in this paper, making no assumption that knowledge of an individual's occupation can accurately predict his social class status. Rather, we are studying occupational status, per se, realizing that it is but one variable in a host of factors which determines whether a person belongs in the lower, middle, or upper class stratum. The reader is free, in this sense, to make his own assumption that occupational status correlates highly with social class position.

Purpose

The purpose of this paper is to study selected factors which are believed to have an effect on occupational status. Specifically, the analysis will focus on formal educational level, informal occupationally related educational activities, age, father's occupational status, size of community where the greater part of the first seventeen years of life were spent, size of community where occupation is practiced, success in business, opinion leadership, and communication effectiveness--both as these factors are related to occupational status and as they are related t o each other. The variables which were considered are shown graphically in the following diagram.

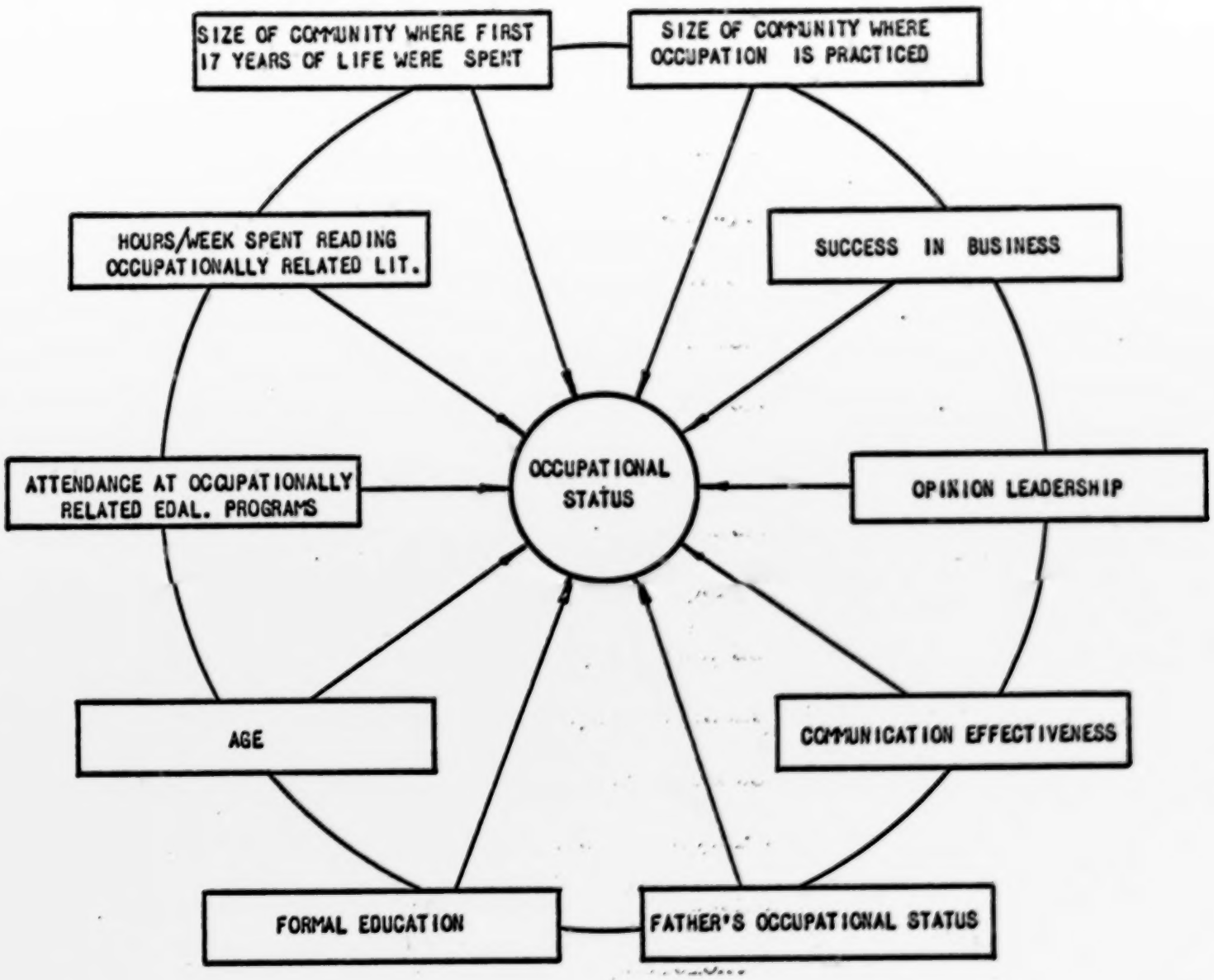
SIZE OF COMMUNITY WHERE FIRST 17 YEARS OF LIFE WERE SPENT
SIZE OF COMMUNITY WHERE OCCUPATION IS PRACTICED
HOURS/WEEK SPENT READING OCCUPATIONALLY RELATED LIT.
SUCCESS IN BUSINESS
ATTENDANCE AT OCCUPATIONALLY RELATED EDAL. PROGRAMS
OCCUPATIONAL STATUS
OPINION LEADERSHIP
AGE
COMMUNICATION EFFECTIVENESS
FORMAL EDUCATION
FATHER'S OCCUPATIONAL STATUS

Figure 1

Study Variables Associated With Occupational Status

Review of the Literature

Research has shown that opportunities for attaining a higher occupational status exists in the United States. Jackson and Crockett (1964), studying growing rigidity in the system of occupational inheritance in the United States, conservatively stated that no striking changes have occurred in

mobility patterns since World War II. Duncan (1965), on the basis of the convergence of a variety of evidence rather than the results of a single study, reported that as of 1962 opportunities in the American occupational structure for upward mobility were not restricted. In comparison with Great Britain, Japan, and the Netherlands, Fox and Miller (1966) reported that the United States had the highest rate of upward mobility and the lowest rate of downward movement of any of the countries studied.

Education, as speculated by Warner et al. (1960), is probably the principal form of mobility in the United States. Indeed, the avowed aim of education since Plato wrote The Republic has been to help the individual find the place in the social structure for which his ability best fits him. Whether or not this aim has been fulfilled is not completely clear. Research findings by Blau and Duncan (1966), for example indicate that a man's chances of occupational advancement depended on his level of education (zero order correlation of .61). Crockett (1964), on the other hand, reported that although there was some correlation between education and occupational mobility, much mobility was not attributable to the factor of education.

Aspiration to a career is also affected by education and academic aptitude. Caro and Terence (1964) found a strong correlation between social class background (as determined by father's occupational status) and academic aptitude. They also reported that those subjects who planned to attend college were more likely to aspire to high prestige occupations and that a positive correlation existed between the level of a person's social origins and prestige of his occupational aspirations. When academic aptitude was held constant, those subjects from high social class backgrounds continued to show a strong orientation to high prestige occupations. The findings of Reissman's study (1953) adds that successful achievement in the past does

not necessarily mean a higher aspirational level in the future. He found that high achievers among older men had higher aspirations than low achievers, but for young men the situation was reversed.

That the relationship between son's and father's occupational status is loosely related was considered by Duncan and Hodge (1963) when they performed a regression analysis which focused on education and occupational mobility. They found that education was a more important determinant of occupational achievement than was father's occupation, and that education accounts for an important component of such effect on occupational achievement as father's occupation had. Jackson and Crockett (1964) found that thirty per cent of men in their sample "inherited" their father's occupational level and concluded that the relationship between fathers' and sons' occupation was only moderate.

Blau and Duncan (1966) also used a regression analysis approach which focused on the factors affecting occupational achievement and the chances to move away from one's social origin. Using educational level, ethnic background, community size, migration, and parental family as research variables, they found the following: (1) the influence of father's socioeconomic status (SES) on son's status was largely mediated in the United States by education; (2) social origins had a definite affect on occupational opportunities that had nothing to do with educational qualifications; (3) occupational opportunities were poorest in rural areas and best in fairly large cities; (4) regardless of geographical origins, men who moved into rural areas achieved lower SES than men who moved into urban areas; and (5) a man's occupational chances were strongly affected by size of his parents' family--SES of men with three or fewer siblings was considerably superior to that of men with four or more siblings. The findings led Blau and Duncan to speculate that

the definite advantage of urban over rural environment was due in large part to the superior educational facilities in urban areas. They also suggested it may have been due also to a greater sophistication about the labor market and occupational life in general that boys acquire by growing up in large cities.

Hypotheses

On the basis of the preceeding rewiew of the literature, the following hypotheses were stated:

H1: A son's occupational status at age X is related to his father's occupational status at that same age.

H2: The size of the community where a person spends the greater part of his childhood (up to age seventeen) is an important determinant of occupational status.

H3: The size of the community where a person practices his occupation is positively related to his occupational status.

H4: The amount of formal education a person has had is correlated with the occupational status he has attained.

There are, of course, formal and informal avenues to education. Formal education is normally thought to include institutional formats such as high school, technical post-high schools, and colleges where presdribed courses of study carry credit leading to some sort of a certificate or academic degree. Informal education includes activities which are less formalized--attendance at non-credit workshops, conferences, institutes, agricultural extension programs, demonstrations, and self-directed reading. Although formal educational level as it affects occupational status has been studied quite extensively, informal education has been neglected or minimized. The following hypotheses, therefore, appeared to be appropriate:

H5: Attendance at occupationally related educational programs such as conferences, institutes, workshops, and demonstrations is correlated with occupational status.

H6: The amount of time (hours per week) spent reading occupationally oriented literature is positively related to occupational status.

Following this logic, it was reasonable to propose a corollary hypothesis stated as $H6_A$: The higher a person's level of formal education, the greater will be his involvement in (a) attendance at occupationally related educational programs, and (b) hours spent per week reading occupationally related literature.

The age of a person would seem to have an effect on the amount of formal and informal education a person has since as a man grows older he has had a greater opportunity, due simply to age, to gain additional education. If education is a factor which affects occupational status, and if age is a factor which affects the amount of formal and informal education a person has, it is natural to assume that age will be a significant factor associated with occupational status. Hence, the following was hypothesized:

H7: Age is significantly related to occupational status.

Research on diffusion of innovation reported by Rogers (1962) indicated that almost every analysis of the change agent's clientele shows that change agents have more communication with higher status than with lower status members of a social system. Since a person's occupational status is related to his social class position, the inverse relationship would appear to be true: a person who enjoys a high social class position will also have high occupational status. In the present study, using commercial change agents as subjects, it is expected that the change agent who is an opinion leader is a person who is able to effectively communicate with his clientele. Further,

if a change agent possesses these attributes, he will be a successful businessman and hence enjoy a high occupational status. The following hypotheses, then, appeared to be logically defensible:

H8: Opinion leadership is an important determinant of occupational status.

H9: A change agent's ability to effectively communicate with others is positively related to occupational status.

H10: A change agent's success in business, as measured by the number of people he employs, is correlated with occupational status.

Method

Data were collected from a representative sample of sixty pesticide dealers in the State of Nebraska during the spring of 1966 by use of the interview technique. After introducing the dealer (R) to the study, the interviewer (IC) completed the interview schedule which is reproduced herein as Appendix A.

The results of the interviews were post-coded, punched on IBM cards and stored on tape for analysis by automatic data processing methods. Correlation coefficients were then computed using occupational status as the criterion variable. Intercorrelations between the study variables were also computed as were contingency tables, horizontal and vertical per cents for each of the variables.

Findings

Table 1 on the following page presents the calculated coefficient correlations, r, for the variables under study. In order for a correlation to be significant at the 5 per cent level, r would have to be equal to, or

		OCCUPATIONAL STATUS	FATHER'S OCCUP. STATUS	COMMUNITY SIZE WHERE R SPENT FIRST 17 YRS.	COMMUNITY SIZE PRESENT	FORMAL EDUCATION	CONFERENCES ATTENDED	HOURS SPENT READING	AGE	OPINION LEADERSHIP	COMMUNICATION EFFECTIVENESS	SUCCESS IN BUSINESS
		H1	H2	H3	H4	H5	H6	H7	H8	H9	H10	
	OCCUPATIONAL STATUS	1.000										
H1	FATHER'S OCCUP. STATUS	.120	1.000									
H2	COMMUNITY SIZE WHERE R SPENT FIRST 17 YEARS	.088	-.182	1.000								
H3	COMMUNITY SIZE, PRESENT	.222	.009	.366	1.000							
H4	FORMAL EDUCATION	.428	.087	.327	.442	1.000						
H5	NO. CONFERENCES ATTENDED	-.283	.205	-.209	-.066	-.243	1.000					
H6	HOURS SPENT READING	-.012	-.108	.057	.113	-.012	.126	1.000				
H7	AGE	.041	.244	-.141	.074	-.157	-.056	-.295	1.000			
H8	OPINION LEADERSHIP	.023	.077	.146	.223	-.033	.108	.100	-.023	1.000		
H9	COMMUNICATION EFFECT.	.354	-.043	.133	.484	.159	.072	.181	-.034	.414	1.000	
H10	SUCCESS IN BUSINESS	.063	-.003	-.050	.360	.038	.094	.203	.124	.156	.268	1.000

Table 1

Intercorrelations of the Study Variables

greater than, .26.[2]

Hypothesis 1 predicted that a son's occupational status at age X was significantly related to his father's occupational status at that same age. Clearly, an r of .120 indicates only a small positive correlation between these variables. Although the hypothesis was not supported, the contingency table (Table 2) revealed that sons whose fathers had high occupational status tended to achieve a higher status than did sons whose fathers had low status, while sons whose fathers had medium occupational status actually achieved a status lower than their father's.

Table 2

Father's Occupational Status

Father's Occupational Status	Son's Occupational Status		
	Low (1, 2)	Medium (3, 4, 5)	High (6, 7)
Low (1, 2)	0% (0)	13% (3)	17% (5)
Medium (3, 4, 5)	0% (0)	79% (19)	62% (18)
High (6, 7)	0% (0)	8% (2)	21% (6)
	0% (0)	100% (24)	100% (29)

Hypothesis 2 predicted that the size of the community where a respondent spent the greater part of his first seventeen years of life was an important determinant of occupational status. This prediction was not supported. The data in Table 3 indicated, however, that subjects who came from farms and communities of 2,500 or more tended to achieve high occupational status, while

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[2]Data from 4 of the 60 subjects were discarded due to insufficient information. The degrees of freedom, therefore, were calculated at N-2, or 56-2 = 54.

those who came from communities of 2,499 or less achieved low occupational status.

Table 3

Size of Community Where First 17 Years of Life Were Spent

Size of Community	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)[3]
Farm	43% (11)	47% (14)
2,499 or less	46% (12)	36% (11)
2,500 or more	11% (3)	17% (5)
	100% (26)	100% (30)

Hypothesis 3 stated that the size of community where a person practiced his occupation was positively related to his occupational status. Although the data did not quite support this prediction at the 5 per cent level, the correlation coefficient of .222 nearly approached this standard of significance. The data in Table 4 indicates that respondents who practiced

Table 4

Size of Community Where Occupation is Practiced

Size of Community	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
Farm	4% (1)	0% (0)
2,499 or less	69% (18)	60% (18)
2,500 or more	27% (7)	40% (12)
	100% (26)	100% (30)

[3]In keeping with the common practice of analyzing survey materials which lack detailed data relevant to occupational placement, respondents whose occupational ratings were 1, 2, and 3 on Reiss' "Occupational Rating Guide"

in communities with populations of 2,499 or less, and farms, tended to achieve a low occupational status.

Hypothesis 4 was supported as predicted: formal education was significantly correlated with occupational status ($r = .428$). As seen in Table 5, respondents who had college work (1-3 years, college graduate, or graduate work) tended to achieve high occupational status, while those who had less than a college education tended to achieve low occupational status.

Table 5

Formal Education

Level of Education	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
Less than H.S.	31% (8)	13% (4)
H.S. graduate	42% (11)	33% (10)
College work	25% (7)	54% (16)
	100% (26)	100% (30)

Hypothesis 5, that attendance at occupationally related informal educational programs was correlated with occupational status was not confirmed. The significant negative correlation ($r = -.283$) did, in fact, indicate that attendance at such programs was a detriment to achieving a high occupational status. The contingency table (Table 6) revealed that persons who did not attend informal educational programs tended to achieve high occupational status, but that persons who attended one or more programs achieved a low

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were presumed to indicate low occupational status, while respondnets rated 4, 5, and 6 categories were presumed to indicate high occupational status. None of the subjects in this study received a rating of 7.

occupational status. These findings are not clearly understood since it was pointed out that formal education was found to be highly correlated with occupational status, and education, whether formal or informal, would be expected to affect the criterion variable in similar ways.

Table 6

Informal Education: Attendance at Occupationally Related Educational Programs

No. of Programs Attended	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
None	19% (5)	33% (10)
One (1)	12% (3)	23% (7)
2 or more	69% (18)	44% (13)
	100% (26)	100% (30)

Hypothesis 6, also dealing with informal education was stated as follows: the amount of hours spent reading occupationally related literature was positively related to occupational status. The almost zero correlation coefficient ($r = -.012$) did not support this hypothesis. The respondents who read five

Table 7

Informal Education: Hours/Week Spent Reading Occupationally Related Literature

Hours/Week Reading	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
1 or less	19% (5)	30% (9)
2 - 4	50% (13)	24% (7)
5 or more	31% (8)	46% (14)
	100% (26)	100% (30)

or more hours per week, did, however, achieve a higher status than did those who read four hours a week or less (Table 7).

Hypothesis 6A, logically proposed on the basis of hypotheses 5 and 6, stated that the higher a person's level of formal education, the greater would be his involvement in informal educational programs. Since the correlations in support of H5 and H6 were negative (one significantly negative) this hypothesis was not tested. It was interesting to note that even the correlation between conference attending and reading (Table 1) did not approach statistical significance ($\underline{r}$ = .126).

Hypothesis 7, based on the prediction that age was significantly correlated with occupational status, was not supported. The contingency table (Table 8) showed, however, that respondents 49 years of age or younger tended to achieve high occupational status while those persons 50 years of age or older tended to achieve a low status.

Table 8

Age

Age	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
49 yrs. or younger	50% (13)	63% (19)
50 yrs. or older	50% (13)	37% (11)
	100% (26)	100% (30)

Hypothesis 8 predicted that opinion leadership was an important determinant of occupational status. Although the data did not support the hypothesis ($\underline{r}$ = .023), the contingency table (Table 9) indicated that low opinion leaders

tended to achieve high status while opinion leaders who ranked high tended to receive low occupational status.

Table 9

Opinion Leadership

Opinion Leadership	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
Low (5-8)	19% (5)	40% (12)
High (9-12)	81% (21)	60% (18)
	100% (26)	100% (30)

Hypothesis 9 was upheld as predicted: A respondent's ability to effectively communicate with others was positively related to occupational status ($r = .354$).

Hypothesis 10 predicted that success in business was correlated with occupational status. Although the hypothesis was not supported, those respondents who employed two or more people tended to have high occupational status, with respondents employing four or more people having a decided tendency toward a higher status than businesses which employed two to three employees (Table 10). Respondents who employed one or none employees tended to achieve low occupational status.

Table 10

Success in Business

Number of Employees	Occupational Status	
	Low (1, 2, 3)	High (4, 5, 6)
1 or none	38% (10)	20% (6)
2 - 3	24% (6)	27% (8)
4 or more	38% (10)	53% (16)

The intercorrelations, although not the major focus of this study appeared to be interesting and are presented, in brief, as follows:

1. There was a significant correlation (r = .366) between the size of community where occupation was practiced and the size of community where the greater part of the first seventeen years of life were spent. This correlation infers that little geographic mobility occured with the sample studied.

2. Formal educational level was significantly correlated with (a) size of community where the first seventeen years of life were spent (r = .327) and (b) size of community where occupation was practiced (r = .442).

3. Size of community where occupation is practiced was significantly correlated with (a) communication effectiveness (r = .484), and (b) success in business as measured by the number of persons employed by the respondents (r = .360).

4. Age was significantly, but negatively, correlated with hours per week spent reading occupationally related literature (r = -.295). It would appear that as a person grows older he becomes less involved in reading occupationally related literature as a means of gaining additional knowledge about his job.

5. Communication effectiveness was significantly correlated with success in business (r = .265).

Summary

The primary purpose of the study was to investigate the effect of selected factors on occupational status. Data were collected from a representative sample of sixty pesticide dealers in the State of Nebraska by use of personal interviews. Correlation and intercorrelation coefficients were computed, and contingency tables were constructed.

The analysis indicated that two hypotheses wer statistically significant at the 5 per cent level. These were: (H4) formal educational level is correlated with occupational status; and (H9) communication effectiveness is positively related to occupational status. Another prediction (H3), that size of

community where occupation is practiced correlated with occupational status, nearly approached significance. A negative correlation, significant at the .05 level, was obtained for the hypothesis (H5) that attendance at occupationally related informal educational programs was related to occupational status.

Although the correlation coefficients for the remaining hypotheses tested were not statistically significant, the contingency tables concerned with the data for these hypotheses revealed some interesting relationships. The most noteworthy are summarized as follows:

H1: Respondents whose fathers had high occupational status also tended to achieve high occupational status.

H2: Respondents who spent the greater part of their first seventeen years of life on farms and in communities with populations over 2,500 tended to achieve high occupational status, while those coming from communities with populations of 2,499 or less tended to achieve low status.

H6: Subjects who read occupationally related literature five or more hours per week achieved a decided higher occupational status than did subjects who read four or less hours per week.

H7: Respondents 49 years of age or younger tended to achieve high occupational status while those persons 50 years of age or older tended to achieve low status.

H8: Low opinion leaders achieved high occupational status. High opinion leaders achieved low status.

H10: Respondents who employed two or more people had a decided tendency to achieve high occupational status, while those employing one or none tended to achieve low status.

Conclusion

It is possible to conclude, on the basis of the findings of this study, that formal education and communication effectiveness are statistically

significant mediators of occupational status of pesticide dealers in the State of Nebraska. Regardless of such effect that father's occupational status, community size, amount of informal education, age, opinion leadership, or success in business does have on occupational status, formal education and communication effectiveness emerge as the two significant variables of the study. The conclusion regarding formal education is supported by previous research, especially by Blau and Duncan (1966), while the conclusion concerning communication effectiveness appears to open a new arena for further validation.

APPENDIX A

Interview Schedule

PESTICIDE DEALERS
INTERVIEW SCHEDULE[1]

A. OCCUPATIONAL STATUS

1. Are you the chief owner or manager of _____(NAME OF FIRM), (IF NOT, CLARIFY R'S POSITION.)

_____ Yes.....1( ) 11
No.....2( )

_____ ( )12

_____ ( )13

IC I. Post code level of occupation according to the Occupational Rating Guide. Enter one digit number in bracket 13.[2]

_____

B. SUCCESS IN BUSINESS

3. What is the approximate number of people employed full time by this firm? (ENTER TWO DIGIT NUMBER IN BRACKETS 16 AND 17.) ( )16 ( )17

C. OPINION LEADERSHIP

13. Which of the following seems to happen more often as far as factual information about pesticides is concerned? (READ OPTIONS 1 AND 2 ONLY)

they inform you, or.....( )3 26
usually a mutual information exchange.....( )1
you inform your customers.....( )2

14. When you and your customers discuss pesticides, what part do you play? (READ OPTIONS 1 AND 2)

mainly listen, or.....( )1 27
it is usually an equal give and take conversation.....( )3
do considerable talking.....( )2

15. Thinking back to your last discussion about pesticides with a customer, (READ OPTIONS 1 AND 2 ONLY)

did you mainly ask him for his opinion, or.....( )3 28
it was a mutual exchange of opinion.....( )1
were you mainly asked for your opinion.....( )2

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[1] The full interview schedule is on file at the Office of Adult Education Research, 526 Nebraska Hall, University of Nebraska.
[2] See Appendix B for Occupational Rating Guide.

16. Compared with the pesticide dealers you see most often, are you more or less likely than any of them to be asked for information or advice about pesticides?

less likely.....( )3 29
about the same likelihood.....( )1
more likely.....( )2

D. FORMAL EDUCATION

25. I would like to learn about any formal education you have had. What is the highest level of formal education you have completed?

Less than 8th grade.....( )1 12
8 - 11th grade.....( )2
High school graduate.....( )3
Post high school training other than college.....( )4
Some college (1 - 3 years).....( )5
College graduate (4 years).....( )6
Graduate work (5 or more years of college).....( )7

E. INFORMAL (OCCUPATIONALLY RELATED) EDUCATION

19. In a typical week, how many hours do you spend reading and studying gardening or farming magazines and other materials related to your work? (ENTER TWO DIGIT NUMBER IN BRACKETS 36 AND 37.) ( )36 ( )37

20.5 Did you attend any clinics or conferences where pesticide use was on the program? (IF YES) How many? ( )55 ( )56

F. AGE

26. In what year were you born? (ENTER LAST TWO DIGITS OF YEAR IN BRACKETS 13 AND 14. IF 1900 ENTER 66.) ( )13 ( )14 ( )16

IC I. Enter code number in bracket 16 according to the number in bracket 13 and 14 as follows:

Code	Year	Age
1	32-46	20-34
2	17-31	35-49
3	02-16	50-64
4	01, 66, 67-99	65 and over

G. COMMUNITY SIZE

31. What was the population of the community in which you spent the greater part of your life up to age 17?

farm.....( )1	25
2,499 or less.....( )2	
2,500 - 9,999.....( )3	
10,000 - 49,999.....( )4	
50,000 - 249,999.....( )5	
250,000 and over.....( )6	

Place of work

C (USE 1960 CENSUS TO ASCERTAIN POPULATION OF CITY AND CHECK APPROPRIATE CATEGORY.)

farm.....( )1	47
2,499 or less.....( )2	
2,500 - 9,999.....( )3	
10,000 - 49,999.....( )4	
50,000 - 249,999.....( )5	
250,000 and over.....( )6	

H. FATHER'S OCCUPATIONAL STATUS

29. What was your father's occupation when he was about your age? (OBTAIN SPECIFIC DETAILS AS TO TYPE OF INDUSTRY, JOB TITLE AND SPECIFIC DUTIES.)

_____ ( )19 ( )20

_____ ( )21 ( )22

_____ ( )23

IC I. Post code occupational level according to the Occupational Rating Guide. Enter number in bracket 19.

II. Post code type of industry according to Industry Coding Guide. Enter two digit number in brackets 20 and 21.

III. Compare father's occupational rating (bracket 19, question 29) with R's occupational rating (bracket 14, question 1) and enter number in bracket 22 as follows:

1. occupational ratings are the same
2. R's occupational rating is higher than father's
3. father's occupational rating is higher than R's
4. insufficient information to code comparison

IV. Compare the type of industry of R (wholesale and retail trade industry -07) with that of R's father (brackets 20 and 21, question 29) and enter number in bracket 23 as follows:

1. type of industry the same
2. type of industry different
3. insufficient information to code comparison

I. COMMUNICATION EFFECTIVENESS

Interviewer Rating Form

Coherence (enter number in bracket)

7	6	5	4	3	2	1
Extremely coherent Directly to point						Extremely incoherent Makes no points or difficulty to identify

This refers to the general adequacy of the person's speech beyond clarity and precision. It refers to articulateness and ability to come directly to the point. One or more of the following may be displayed by a person being rated as extremely incoherent: easily side-tracked from topic being discussed, irrelevant material is discussed, cuts himself off in the middle of a sentence, rambles from topic or idea to idea, the point he is making cannot be clearly understood because of irrelevant examples, poor examples, changing topics frequently, etc. An extremely coherent person is one who comes directly to a point with or without pertinent examples, presents a train of thought which is very easy to follow, deals with the topic directly with no rambling of thought and without interspersing thoughts irrelevant to the topic. ( )48

Clarity of Speech (enter number in bracket)

7	6	5	4	3	2	1
Very understandable, clear, audible						Extremely hard to understand, inaudible

This refers to the audibility of speech both in terms of frequency and quality. An inaudible person may be one who: mumbles to the degree he must be asked to repeat, speaks too softly to be clearly heard, or speaks so loudly it is uncomfortable to listen to, displays an accent which makes words very difficult to understand, or may have a speech impediment which seriously hinders pronunciation. Very clear and audible speech contains well-enunciated words, a pleasant, non-offensive tone of voice, words easily understandable, and precise pronunciation of words. ( )49

Energy and Enthusiasm (enter number in bracket)

1	3	5	7	5	3	1
Nervous Fidgity						Lethargic

This dimension refers to the activity level of the person while conversing. An extremely energetic person would be one who: never sat still, fidgited constantly, changed positions often, paced while talking, and/or constantly manipulated some object. A lethargic person would move very little, slump in his chair, and in general display little interest in the interview or in moving more than absolutely necessary. Between these positions is the person who is vigorous (but not distracting), attentive and interested. ( )50

Flippancy (enter number in bracket)

7	6	5	4	3	2	1
Very serious Concerned					Topics very Flippantly treated	

Refers to the extent to which a flippant attitude is displayed toward the association and/or the occupation. A flippant attitude would be one in which: the association, occupation, and/or associates are constantly referred to through the use of derogatory comments; there is a predominance of cynical and sarcastic statements made, and/or; evaluative statements, or comments are always negative in nature. A non-flippant attitude would be characterized by a high degree of respect exhibited, and a serious, concerned attitude toward association, occupation and associates. ( )51

Flow of Speech (enter number in bracket)

7	6	5	4	3	2	1
Smooth and without hesitation						Very hesitant Choppy or long pauses

This refers to the amount and degree of hesitation evident in speech. This would vary from very slow or choppy to a smooth flow of words. Slow hesitant speech would be exemplified by long pauses between words or phrases, frequent use of "ah," continuous groping for words, or hesitation in speaking while rapid choppy speech would contain words run together, very fast speech in terms of numbers of words and abrupt starting and stopping between words and/or phrases. Smoothly flowing speech would be neither too fast to understand nor would phrases be separated by "ah" or long periods of silence. ( )52

Atmosphere (enter number in bracket)

7	6	5	4	3	2	1
Very warm Extremely friendly						Hostile, Cold or Unfriendly

Refers to the quality of the atmosphere and relationship. A "cold" atmosphere would include one or more of the following: very formal in manner; brusqueness in response; minimum verbiage while responding, no display of friendliness, lack of social amenities toward interviewer such as comfort, interest, and desire to be of assistance in any manner; discusses freely topics presented, cordial reception; and no overriding atmosphere of wanting to conclude the session. ( )53

Conviction (enter number in bracket)

1	3	5	7	5	3	1
Numerous opinions strongly stated						No opinions stated

Refers to the frequency of statements of opinion as well as the forcefulness with which these opinions are stated. At one end of the scale would be the person offering no statements or opinion or when doing so offering highly conditional statements apologetically. The other extreme would consist of frequent dogmatic statements of opinion in such a manner as to appear as facts. These would be offered with no apparent room for discussion or change, i.e. emphatically and boldly. In addition, a willingness to express opinions and to impose them on the listener would be apparent. Between these poles is the person who has a certain amount of conviction but who is willing to adjust his views in the face of new evidence. ( )54

[ ]55
[ ]56

IC Sum the numbers in brackets 48, 49, 50, 51, 52, 53, and 54 and enter two digit total in brackets 55 and 56.

APPENDIX B

"Occupational Rating Guide"

OCCUPATIONAL RATING GUIDE

Adapted from
Albert J. Reiss
Occupation and Social Class
pp. 263-275

Occupations, by Major Occupation Group	Rating
Professional, technical, and kindred workers	
Accountants and auditors	5
Actors and actresses	4
Airplane pilots and navigators	6
Architects	6
Artists and art teachers	5
Athletes	4
Authors	5
Chemists	6
Chiropractors	5
Clergymen	4
College presidents, professors, and instructors (n.e.c.)	6
Dancers and dancing teachers	3
Dentists	7
Designers	5
Dieticians and nutritionists	3*
Draftsmen	5
Editors and reporters	6
Engineers, technical	6
Aeronautical	6
Chemical	6
Civil	6
Electrical	6
Industrial	6
Mechanical	6
Metallurgical, and metallurgists	6
Mining	6
Not elsewhere classified	6
Entertainers (n.e.c.)	2
Farm- and home-management advisors	6*
Foresters and conservationists	3
Funeral directors and embalmers	4
Lawyers and judges	7
Librarians	4
Musicians and music teachers	4*
Natural scientists (n.e.c.)	6*
Nurses, professional	3
Nurses, student professional	4
Optometrists	6
Osteopaths	7
Personnel and labor-relations workers	6
Pharmacists	6
Photographers	4
Physicians and surgeons	6
Radio operators	5
Recreation and group workers	5*
Religious workers	4
Social and welfare workers, except group	4
Social scientists	6*
Sports instructors and officials	4
Surveyors	3
Teachers (n.e.c.)	5
Technicians, medical and dental	3
Technicians, testing	4
Technicians (n.e.c.)	4
Therapists and healers (n.e.c.)	4
Veterinarians	5
Professional, technical, and kindred workers (n.e.c.)	5
Managers, officials, and proprietors	
Buyers and department heads, store	5
Buyers and shippers, farm products	2
Conductors, railroad	4
Credit men	5
Floormen and floor managers, store	4
Inspectors, public administration	4
Federal public administration and postal service	5
State public administration	4
Local public administration	4
Managers and superintendents, building	2
Officers, pilots, pursers, and engineers, ship	4
Officials and administrators (n.e.c.) public administration	5
Federal public administration and postal service	6
State public administration	5
Local public administration	4
Officials, lodge, society, union, etc	4*
Postmasters	4
Purchasing agents and buyers (n.e.c.)	5
Managers, officials, and proprietors (n.e.c.) - salaried	
Construction	4
Manufacturing	6
Transportation	5
Telecommunications, and utilities and sanitary services	5
Wholesale trade	5
Retail trade	4
Food- and dairy-products stores, and milk retailing	4
General merchandise and five- and ten-cent stores	5
Apparel and accessories stores	5
Furniture, home furnishings, and equipment stores	5
Motor vehicles and accessories retailing	5
Gasoline service stations	2
Eating and drinking places	3
Hardware, farm implement, and building material, retail	5
Other retail trade	4
Banking and other finance	6
Insurance and real estate	6
Business services	6
Automobile repair services and garages	3
Miscellaneous repair services	4
Personal services	4
All other industries	4
Managers, officials, and proprietors (n.e.c.) - self-employed	
Construction	4
Manufacturing	4
Transportation	3
Telecommunications and utilities and sanitary services	3
Wholesale trade	4
Retail trade	3
Food- and dairy-products stores, and milk retailing	2
General merchandise and five- and ten-cent stores	3
Apparel and accessories stores	5
Furniture, home furnishings, and equipment stores	4
Motor vehicles and accessories retailing	5
Gasoline service stations	2
Eating and drinking places	3
Hardware, farm implement, and building material, retail	4
Other retail trade	3
Banking and other finance	6
Insurance and real estate	5
Business services	5
Automobile repair services and garages	3
Miscellaneous repair services	2
Personal services	3

*Insufficient data in Reiss analysis

Occupations, by Major Occupation Group	Rating
Clerical and kindred workers	
Agents (n.e.c.)	5
Attendants and assistants, library	3
Attendants, physician's and dentist's office	3
Baggagemen, transportation	2
Bank tellers	4
Bookkeepers	4
Cashiers	3
Collectors, bill and account	3
Dispatchers and starters, vehicle	3
Express messengers and railway mail clerks	5
Mail-carriers	4
Messengers and office boys	2
Office-machines operators	3
Shipping and receiving clerks	2
Stenographers, typists, and secretaries	4
Telegraph messengers	2
Telegraph operators	3
Telephone operators	3
Ticket, station, and express agents	4
Clerical and kindred workers (n.e.c.)	3
Sales Workers	
Advertising agents and salesmen	5
Auctioneers	3
Demonstrators	2
Hucksters and peddlers	1
Insurance agents	5
Newsboys	2
Real-estate agents	4
Stock and bond salesmen	5
Salesmen and sales clerks (n.e.c.)	3
Manufacturing	5
Wholesale trade	4
Retail trade	3
Other industries (incl. not reported)	4
Craftsmen, foremen, and kindred workers	
Bakers	2
Blacksmiths	1
Boilermakers	2
Bookbinders	3
Brickmasons, stonemasons, and tile-setters	2
Cabinetmakers	1
Carpenters	1
Cement and concrete finishers	1
Compositors and typesetters	4
Cranemen, derrickmen, and hoistmen	1
Decorators and window-dressers	3
Electricians	3
Electrotypers and stereotypers	4
Engravers, except photoengravers	3
Excavating, grading, and road-machinery operators	2
Foremen (n.e.c.)	3
Construction	3
Manufacturing	4
Metal industries	4
Machinery, including electrical	4
Transportation equipment	5
Other durable goods	3
Textiles, textile products, and apparel	3
Other nondurable goods	4
Railroads and railway express service	3
Transportation, except railroad	3
Telecommunications, and utilities and sanitary services	3
Other industries	3
Forgemen and hammermen	2
Furriers	3
Glaziers	2
Heat treaters, annealers, and temperers	2
Inspectors, scalers, and graders, log and lumber	2
Inspectors (n.e.c.)	3
Construction	3
Railroads and railway express service	3
Transport, exc. r.r., communication, and other public util	3
Other industries (incl. not reported)	3
Jewelers, watchmakers, goldsmiths, and silversmiths	3
Job-setters, metal	2
Linemen and servicemen, telegraph, telephone, and power	3
Locomotive engineers	4
Locomotive firemen	3
Loom fixers	1
Machinists	2
Mechanics and repairmen	2
Airplane	3
Automobile	1
Office machine	3
Radio and television	3
Railroad and car shop	2
Not elsewhere classified	2
Millers, grain, flour, feed, etc	1
Millwrights	2
Molders, metal	1
Motion-picture projectionists	3
Opticians, and lens grinders and polishers	3
Painters, construction and maintenance	1
Paperhangers	1
Pattern- and model-makers, except paper	3
Photoengravers and lithographers	4
Piano and organ tuners and repairmen	3
Plasterers	2
Plumbers and steam-fitters	2
Pressmen and plate printers, printing	3
Rollers and roll hands, metal	2
Roofers and slaters	1
Shoemakers and repairers, except factory	1
Stationary engineers	3
Stone-cutters and stone-carvers	2
Structural-metal workers	2
Tailors and tailoresses	2
Tinsmiths, coppersmiths, and sheet-metal workers	2
Toolmakers, and die-makers and setters	4
Upholsterers	2
Craftsmen and kindred workers (n.e.c.)	2
Military Personnel	
Private and Corporals	3
Non-coms, except corporals	4
Officers below Col. and Capt	5
Colonel, Captain	6
General, Admiral	7
Operatives and kindred workers	
Apprentices	2
Auto mechanics	2
Bricklayers and masons	2
Carpenters	2
Electricians	3
Machinists and toolmakers	3
Mechanics, except auto	2
Plumbers and pipe-fitters	2
Building trades (n.e.c.)	2
Metalworking trades (n.e.c.)	2
Printing trades	3
Other specified trades	2
Trade not specified	3
Asbestos and insulation workers	2
Attendants, auto service and parking	1
Blasters and powdermen	1
Boatmen, canalmen, and lock-keepers	2
Brakemen, railroad	3
Bus-drivers	2
Chainmen, rodmen, and axmen, surveying	2
Conductors, bus and street railway	2
Deliverymen and routemen	2
Dressmakers and seamstresses, except factory	2
Dyers	1
Filers, grinders, and polishers, metal	2
Fruit, nut, and vegetable graders and packers, exc. factory	1

Occupations, by Major Occupation Group	Rating
Furnacemen, smeltermen, and pourers	1
Heaters, metal	2
Laundry and dry-cleaning operatives	1
Meat-cutters, except slaughter and packing house	2
Milliners	3
Mine operatives and laborers (n.e.c.)	1
Coal mining	1
Crude petroleum and natural gas extraction	3
Mining and quarrying, except fuel	1
Motormen, mine, factory, logging camp, etc.	1
Motormen, street, subway, and elevated railway	2
Oilers and greasers, except auto	1
Painters, except construction and maintenance	1
Photographic-process workers	3
Power-station operators	4
Sailors and deck hands	1
Sawyers	1
Spinners, textile	1
Stationary firemen	1
Switchmen, railroad	3
Taxicab-drivers and chauffeurs	1
Truck- and tractor-drivers	1
Weavers, textile	1
Welders and flame-cutters	2
Operatives and kindred workers	
Manufacturing	
Durable goods	
Sawmills, planing mills, and misc. wood products	1
Sawmills, planing mills, and mill work	1
Miscellaneous wood products	1
Furniture and fixtures	1
Stone, clay, and glass products	1
Glass and glass products	2
Cement; and concrete, gypsum; and plaster products	1
Structural clay products	1
Pottery and related products	1
Misc. nonmetallic mineral and stone products	1
Metal industries	1
Primary metal industries	1
Blast furnaces, steel works, and rolling mills	1
Other primary iron and steel industries	1
Primary nonferrous industries	1
Fabricated metal ind. (incl. not spec. metal)	1
Fabricated steel products	1
Fabricated nonferrous metal products	1
Not specified metal industries	1
Machinery, except electrical	2
Agricultural machinery and tractors	1
Office and store machines and devices	2
Miscellaneous machinery	2
Electrical machinery, equipment, and supplies	2
Transportation equipment	2
Motor vehicles and motor vehicle equipment	1
Aircraft and parts	2
Ship and boat building and repairing	1
Railroad and misc. transportation equipment	2
Professional and photographic equipment and watches	2
Professional equipment and supplies	2
Photographic equipment and supplies	3
Watches, clocks, and clockwork-operated devices	2
Miscellaneous manufacturing industries	1

Occupations, by Major Occupation Group	Rating
Nondurable goods	
Food and kindred products	1
Meat products	1
Dairy products	2
Canning and preserving fruits, vegetables, and sea foods	1
Grain-mill products	1
Bakery products	1
Confectionery and related products	1
Beverage industries	1
Misc. food preparations and kindred products	1
Not specified food industries	1
Tobacco manufactures	1
Textile mill products	1
Knitting mills	1
Dyeing and finishing textiles, exc. knit goods	1
Carpets, rugs, and other floor coverings	1
Yarn, thread, and fabric mills	1
Miscellaneous textile mill products	1
Apparel and other fabricated textile products	1
Apparel and accessories	2
Miscellaneous fabricated textile products	1
Paper and allied products	1
Pulp, paper, and paperboard mills	1
Paperboard containers and boxes	1
Miscellaneous paper and pulp products	1
Printing, publishing, and allied industries	2
Chemicals and allied products	1
Synthetic fibers	1
Drugs and medicines	2
Paints, varnishes, and related products	1
Miscellaneous chemicals and allied products	2
Petroleum and coal products	4
Petroleum refining	4
Miscellaneous petroleum and coal products	1
Rubber products	2
Leather and leather products	1
Leather: tanned, curried, and finished	1
Footwear, except rubber	1
Leather products, except footwear	1
Not specified manufacturing industries	1
Nonmanufacturing industries (incl. not reported)	1
Construction	1
Railroads and railway express service	1
Transportation, except railroad	2
Telecommunications, and utilities and sanitary services	1
Wholesale and retail trade	1
Business and repair services	1
Personal services	1
Public administration	1
All other industries (incl. not reported)	1
Private-household workers	
Housekeepers, private household	1
Living in	1
Living out	1
Laundresses, private household	1
Private-household workers (n.e.c.)	1
Living in	1
Living out	1
Service workers, except private household	
Attendants, hospital and other institution	1
Attendants, professional and personal service (n.e.c.)	2
Attendants, recreation and amusement	1
Barbers, beauticians, and manicurists	1

Occupations, by Major Occupation Group	Rating
Bartenders	1
Board- and lodging-house keepers	2
Bootblacks	1
Charwomen and cleaners	1
Cooks, except private household	1
Counter and fountain workers	1
Elevator operators	1
Firemen, fire protection	3
Guards, watchmen, and doorkeepers	1
Housekeepers and stewards, except private household	2
Janitors and sextons	1
Marshals and constables	1
Midwives	3
Policemen and detectives	3
Government	3
Private	3
Porters	1
Practical nurses	2
Sheriffs and bailiffs	2
Ushers, recreation and amusement	2
Waiters and waitresses	1
Watchmen (crossing) and bridge-tenders	1
Service workers, except private household (n.e.c.)	1
Fishermen and oystermen	1
Garage laborers, and car-washers and greasers	1
Gardeners, except farm, and grounds-keepers	1
Longshoremen and stevedores	1
Lumbermen, raftsmen, and wood-choppers	1
Teamsters	1
Laborers (n.e.c.)	
Manufacturing	
Durable goods	
Sawmills, planing mills, and misc. wood products	1
Sawmills, planing mills, and mill work	1
Miscellaneous wood products	1
Furniture and fixtures	1
Stone, clay, and glass products	1
Glass and glass products	1
Cement; and concrete, gypsum, and plaster prod.	1
Structural clay products	1
Pottery and related products	1
Misc. nonmetallic mineral and stone products	1
Metal industries	1
Primary metal industries	1
Blast furnaces, steel works, and rolling mills	1
Other primary iron and steel industries	1
Primary nonferrous industries	1
Fabricated metal ind. (incl. not spec. metal)	1
Fabricated steel products	1
Fabricated nonferrous metal products	1
Not specified metal industries	1
Machinery, except electrical	1
Agricultural machinery and tractors	1
Office and store machines and devices	1
Miscellaneous machinery	1
Electrical machinery, equipment, and supplies	1
Transportation equipment	1
Motor vehicles and motor vehicle equipment	1
Aircraft and parts	1
Ship and boat building and repairing	1
Railroad and misc. transportation equipment	1
Professional and photographic equipment and watches	1
Professional equipment and supplies	1
Photographic equipment and supplies	1
Misc. Manufacturing Industries	1
Nondurable goods	
Food and kindred products	1
Meat products	1
Dairy products	1
Canning and preserving fruits, veget., and sea foods	1
Grain-mill products	1
Bakery products	1
Confectionery and related products	1
Beverage industries	1
Misc. food preparations and kindred products	1
Not specified food industries	1
Tobacco manufacturers	1
Textile mill products	1
Knitting mills	1
Dyeing and finishing textiles, exc. knit goods	1
Carpets, rugs and other floor coverings	1
Yarn, thread, and fabric mills	1
Miscellaneous textile-mill products	1
Apparel and other fabricated textile products	1
Apparel and accessories	1
Miscellaneous fabricated textile products	1
Paper and allied products	1
Pulp, paper and paperboard mills	1
Paperboard containers and boxes	1
Miscellaneous paper and pulp products	1
Printing, publishing, and allied industries	2
Chemicals and allied products	1
Synthetic fibers	1
Drugs and medicines	2
Paints, varnishes, and related products	1
Miscellaneous chemicals and allied products	1
Petroleum and coal products	2
Petroleum refining	2
Miscellaneous petroleum and coal products	1
Rubber products	1
Leather and leather products	1
Leather: tanned, curried, and finished	1
Footwear, except rubber	1
Leather products, except footwear	1
Not specified manufacturing industries	1
Nonmanufacturing Industries	1
Construction	1
Railroads and Railway Express Service	1
Transportation, except railroad	1
Telecommunications, and utilities and sanitary services	1
Wholesale and retail trade	1
Business and repair services	1
Personal services	1
Public administration	1
All other industries	1

Farmers (Nebraska only)

Dry-land non-arid		Arid-semi Arid		Irrigated	
own: 1,000	own:	2,500+	own:	500+	7
500-999		2,000-2,499		260-499	6
220-499		1,000-1,900		180-259	5
under 220		under 1,000		under 180	4
rent: over 220	rent:	over 500	rent:	over 180	3
under 220		under 500		under 180	2
farm laborer	farm laborer		farm laborer		1

Farm manager - a point lower than owner

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